



Dawn McKenna, *Chair*

Town of Lexington Tourism Committee

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2022 26 Apr, 8:24 am

TOWN CLERK
LEXINGTON MA

info@tourlexington.us

AGENDA

Thursday, April 28, 2022

3:30 pm

Conducted Remotely

Members: Marsha Baker, Sarah Boulos, Kerry Brandin, Margaret Coppe, Bebe Fallick, Dawn McKenna, Wim Nijenberg, Erin Sandler-Rathe, Elsie Xu

Select Board Liaison: Doug Lucente

Center Committee Liaison: Fred Johnson

Economic Development Coordinator: Casey Hagerty

Economic Development Director: Sandhya Iyer

Visitors Center Manager: Katie Johnson

1) Economic Development Report 45 minutes

a) Operations

i) VC People Counter Data March 2022 and Patriots' Day Weekend

ii) VC Sales Data March 2022 and Patriots' Day Weekend

iii) Impact of Bleacher tickets on sales

b) Battle Green Tours

c) Liberty Ride Trolley service

d) Marketing

e) Lexington Cultural District

f) Website redesign

g) Liberty Ride survey

2) Tourism Projects 20 minutes

a) Rack card for navigating Visitors Center

b) President's Panel

c) Battle Green Master Plan Project

3) New Proposals 40 minutes

a) Temple Isaiah Reparations – Masha Traber

b) Hosmer House – Mark Connor

c) Arts Council Storefront Project - Stephen Poltorzycki

d) Painting Visitors Center electric box

4) Tourism Committee collaboration with Economic Development 30 minutes

5) Committee membership 10 minutes

6) Updates and Miscellaneous 5 minutes

7) Other unforeseen items that must be addressed prior to next meeting

Next Meetings: May 19th ~ June 23rd

Adjourn

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All times are approximate and agenda items may be taken up in a different order and are subject to change in compliance with State law.

**An Act Extending Certain COVID-19 Measures:* <https://www.mass.gov/service-details/updated-guidance-on-holding-meetings-pursuant-to-the-act-extending-certain-covid-19-measures>

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